



**Z104**  
TODAY'S BEST MUSIC

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## **For Immediate Release**

### **Radio Station Looking For The One Millionth Text Message**

Virginia Beach, Va. (August 11, 2008) – Entercom Norfolk radio station WNVZ-FM (Z104) is giving away a pair of gold circle tickets to and a meet and greet opportunity at one of the most popular concerts coming to town – the Jonas Brothers, who will be performing at the Verizon Wireless Virginia Beach Amphitheater on Tuesday, August 19, 2008. To win the prize, you just have to be the one millionth Z104 listener to text the word “Jonas” to the station at 52280.

The “Jonas Brothers Ticket Window” opened at 8am this morning and the station was inundated with texts – over 30,000 in the first 45 minutes. The “window” will open sporadically throughout each weekday until the station receives one million texts. Listeners can learn exactly when the window will open by going to the station’s website at [www.z104.com](http://www.z104.com).

During his ten years in radio, Program Director, Tias Schuster, has “never seen anything like this before.” “I’ve conducted promotions with many Boy Band sensations and this is by far the most incredible I’ve ever witnessed,” commented Schuster. “The Jonas Brothers have tremendous mass appeal; listeners are indeed ‘Burning Up’ our phones.”

As of 2:30pm, the station had received over 150,000 texts to win.